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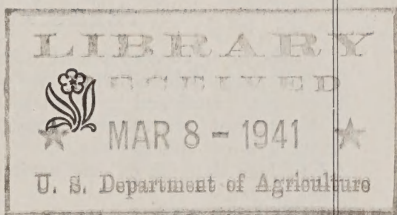
62161

Chrysanthemum Rooted Cuttings

Price List

for

1941



Geneva Floral Co.

GENEVA, N. Y.

GREENHOUSES AND OFFICE

Border City, N. Y.

OUR GUARANTEE:—We guarantee to deliver Mum Rooted Cuttings by parcel post free to your post office in zones 1, 2, 3, and 4. If not satisfactory cuttings may be returned to us at once **carefully packed**, and your money will be refunded. Shipments damaged in transit **Must Be Shown At Once To Postmaster or Express Agent** and then report damage to us immediately. No allowance if report is made after 24 hours.

Beyond the fourth zone it is safer and better to ship by express and such shipments will go collect.

TERMS, Etc.

While we use every possible care to have all varieties properly labeled and true to name, we give no warranty, expressed or implied.

We cannot guarantee a crop, as growing depends entirely upon the grower.

Not less than 25 of one variety at 100, and 250 at 1000 rates.

Orders of 1000 or more assorted varieties may take 1000 rates.

Five percent off cash with order, two percent ten days, 30 days net.

Cash with order or C. O. D. to parties without established credit.

Prices—**\$3.00 per 100, \$25.00 per 1000** except where noted, and all prices subject to change.

Smaller quantities, varieties labeled:

RATE PER 100

\$3.00
4.00
6.00
8.00

RATE PER DOZEN

\$.50
.50
1.00
1.50

LARGE FLOWERING COMMERCIAL VARIETIES

YELLOW

| <i>Variety</i> | <i>Height</i> | <i>Matures</i> |
|------------------------------------|---------------|----------------|
| Gold Lode—Large Yellow | M | Oct. 1 |
| Celestra—Yellow | M | Oct. 15 |
| Chrysolora—Pale Golden Yellow | M | Oct. 15 |
| Yellow Quaker Maid—Yellow | M | Oct. 15 |
| Mrs. H. E. Kidder—Deep Yellow | M | Oct. 20 |
| Yellow Ambassador—Lemon Yellow | M | Oct. 25 |
| Smith's Superlative—Deep Yellow | M | Oct. 25 |
| Sunglow—Golden Yellow | M | Oct. 25 |
| Golden Glory—Golden Yellow | S | Nov. 1 |
| ‡Col. F. M. Alger—Lemon Yellow | M | Nov. 1 |
| *Good News—Yellow | M | Nov. 1 |
| *Richmond—Lemon Yellow | M | Nov. 1 |
| Whittier—Lemon Yellow | M | Nov. 13 |
| *Yellow Monument—Pale Lemon Yellow | M | Nov. 15 |
| Columbus Dispatch—Lemon Yellow | M | Nov. 15 |
| Secretary Nehrling—Buff Yellow | M | Nov. 18 |
| Yellow Mefo—Lemon Yellow | M | Nov. 20 |
| Friendly Rival—Deep Golden Yellow | M | Nov. 20 |
| Golden Pearson (Leroy Zang)—Yellow | M | Nov. 25 |
| *Sungold—Lemon Yellow | M | Nov. 25 |
| Yellow December Glory—Yellow | T | Nov. 30 |
| Golden Mrs. Ross—Golden Yellow | T | Nov. 30 |
| Golden Mistletoe—Golden Yellow | M | Dec. 10 |

WHITE

| | | |
|------------------------------------|---|---------|
| Quaker Maid—White Tinged with Pink | M | Oct. 15 |
| Silver Sheen—White | M | Oct. 18 |
| Ambassador—Cream White | M | Oct. 23 |
| Snow White—Pure White | M | Nov. 1 |
| Betsy Ross—Ivory White | T | Nov. 1 |
| *Chas. W. Johnson—Ivory White | M | Nov. 5 |
| Chas. Rager—Pure White | M | Nov. 10 |
| White Perfection—Tinged with Pink | S | Nov. 10 |

*—Cuttings not available until May 1st.

‡—\$4.00 per 100; \$35.00 per 1000.

| <i>Variety</i> | <i>Height</i> | <i>Matures</i> |
|-------------------------------------|---------------|----------------|
| * Monument —Ivory White | M | Nov. 15 |
| Edgar Stillman Kelley —White | M | Nov. 15 |
| Marketeer —White | M | Nov. 18 |
| Mefo —Creamy White | M | Nov. 20 |
| Chattanooga —White | M | Nov. 25 |
| December Glory —Ivory White | T | Dec. 1 |
| White Mistletoe —White | M | Dec. 10 |
| Smith's Late White —White | S | Dec. 15 |

BRONZE

| | | |
|--|---|---------|
| Indianola —Pale Reddish Bronze | M | Oct. 10 |
| * Apricot Queen —Orange Bronze | S | Nov. 1 |
| * Detroit News —Reddish Bronze | M | Nov. 1 |
| Mrs. A. J. Stahelin —Reddish Bronze | M | Nov. 15 |
| * Golden Oak —Buff Bronze | M | Nov. 18 |
| Gladys Pearson —Light Buff Bronze | M | Nov. 25 |
| Oak Leaf —Light Reddish Bronze | M | Nov. 25 |
| Bronze Mistletoe —Buff Bronze | M | Dec. 10 |

PINK

| | | |
|---|---|---------|
| Justrite —Light Rose Pink | S | Oct. 15 |
| Major Edward Bowes —Lavender | M | Oct. 20 |
| October Rose —Light Lavender | M | Oct. 20 |
| Rose Chochard —Light Lavender | S | Oct. 20 |
| Rose Glow —Dark Pink | M | Oct. 20 |
| Oscoda —Lavender with Silver Sheen | M | Oct. 30 |
| Evening Star —Dark Pink | T | Nov. 1 |
| J. W. Prince (Imp. Chieftan) —Pink | S | Nov. 5 |
| * Indianapolis Pink —Pink | M | Nov. 8 |
| Rose Perfection —Deep Rose Pink | S | Nov. 10 |
| Thanksgiving Pink —Dark Pink | S | Nov. 23 |
| Distinction —Lavender | M | Nov. 25 |
| Helen Frick —Large Rose Pink | M | Nov. 25 |
| Edwin Seidewitz —Bright Pink | T | Nov. 30 |
| Pink Mistletoe —Pink | M | Dec. 10 |

RED

| | | |
|-------------------------------------|---|---------|
| * Mrs. David F. Roy —Crimson | S | Nov. 8 |
| * Garnet King —Dark Red | M | Nov. 18 |

*—Cuttings not available until May 1st.

EXHIBITION VARIETIES

| <i>Variety</i> | <i>Height</i> | <i>Matures</i> |
|--|---------------|----------------|
| § Yellow Turner —Yellow | M | Nov. 5 |
| § William Turner —White | M | Nov. 5 |
| § Bronze Turner —Bronze | M | Nov. 5 |
| § Pink Turner —(Mrs. Leslie Davis) Pink | M | Nov. 5 |

POMPON AND DECORATIVE COMMERCIAL VARIETIES

Height of flower is indicated by S—Short; M—Medium; T—Tall.

Size of flower is indicated by S—Small; I—Intermediate; L—Large.

Type of flower is indicated by P—Pompon; D—Decorative.

YELLOW

| <i>Variety</i> | <i>Height</i> | <i>Type</i> | <i>Matures</i> |
|--|---------------|-------------|----------------|
| ¶ Pomponette —Primrose Yellow | S | I.P. | Early |
| Rodell, Imp. —Light Yellow | S | I.P. | Oct. 20 |
| * Golden Spray —Deep Lemon Yellow | M | I.P. | Oct. 23 |
| Cora Peck Buhl —Light Buff Yellow | T | I.P. | Oct. 25 |
| Early Buttercup —Light Yellow | M | S.D. | Oct. 25 |
| * Yellow Dot —Yellow, Bronze Center | M | I.P. | Oct. 25 |
| Mary Lennon Hall —Deep Yellow | T | I.P. | Nov. 1 |
| Nuggets —Light Lemon Yellow | S | S.P. | Nov. 5 |
| * Derigold —Deep Golden Yellow | M | I.P. | Nov. 10 |
| Golden Climax —Golden Yellow | M | S.D. | Nov. 15 |
| Yellow Fellow —Deep Lemon Yel. | M | I.P. | Nov. 15 |
| Yellow Hilda Canning —Yellow | M | S.P. | Nov. 15 |
| * Yellow Bird —Lemon Yellow | M | I.P. | Nov. 20 |
| Hasegawa Gold —Golden Yellow | M | I.P. | Nov. 23 |
| Golden Sceptre —Lemon Yellow | T | T.P. | Nov. 25 |
| Perfecto —Deep Golden Yellow | M | I.P. | Nov. 25 |
| * Long Island Sunshine —Yellow | T | I.P. | Nov. 28 |
| Yellow Yuletide —Lemon Yellow | S | I.P. | Nov. 28 |
| Christmas Gold —Golden Yellow | M | S.P. | Nov. 28 |
| Yellow Cordova —Lemon Yellow | M | I.P. | Nov. 30 |
| Gold Coin (Unalga) —Lemon Yel. | M | I.P. | Dec. 1 |
| * Modena —Yellow | M | I.P. | Dec. 1 |
| Stardust —Buff Yellow | M | I.P. | Dec. 1 |
| * Yuvawn —Buff Yellow | M | I.P. | Dec. 3 |

*—Cuttings not available until May 1st.

§—\$6.00 per 100; \$50.00 per 1000.

¶—\$8.00 per 100; \$75.00 per 1000.

| <i>Variety</i> | <i>Height Type Matures</i> |
|------------------------------|----------------------------|
| Buttercup, Late—Deep Yellow | T I.P. Dec. 10 |
| ¶December Gold—Golden Yellow | M I.D. Dec. 15 |
| *Christmas Cheer—Buff Yellow | M I.P. Dec. 15 |

WHITE

| | |
|---------------------------------|----------------|
| Uvalda—Cream White | M I.P. Oct. 10 |
| White Jewell—Very Light Pink | S S.P. Oct. 10 |
| Irene—White | S S.P. Oct. 18 |
| Minong—White | M S.P. Oct. 20 |
| *Silver Bells—White | M S.P. Oct. 23 |
| Touchdown—White, Yellow Center | M I.P. Oct. 25 |
| *Arcadia—White | M I.P. Oct. 28 |
| Sea Gull—Cream White | T I.P. Nov. 1 |
| White Doty—White | M L.P. Nov. 1 |
| *Rev. Horace Bushnell—Cream Wt. | T I.P. Nov. 8 |
| Crystal Jewell—White | T S.P. Nov. 8 |
| White Yuletide—White | S I.P. Nov. 28 |
| Cordova—Cream White | M I.D. Nov. 30 |
| December Glory Pom—White | M I.D. Dec. 15 |
| ¶Snow—Ivory White | M I.P. Dec. 30 |

BRONZE

| | |
|---------------------------------|----------------|
| Ouray—Dark Mahogany Brown | S S.P. Oct. 20 |
| Fire Bird—Dark Reddish Bronze | M I.P. Oct. 25 |
| Autumn Glints—Reddish Bronze | M I.D. Nov. 1 |
| *Bronze Doty—Reddish Bronze | M I.P. Nov. 1 |
| ‡Peggy Poesch—Pale Buff Orange | M L.P. Nov. 10 |
| New York—Reddish Bronze | M S.P. Nov. 13 |
| *Fez—Deep Reddish Bronze | M S.P. Nov. 15 |
| Princeton—Orange Bronze | M I.D. Nov. 15 |
| *November Bronze—Orange Bronze | M I.P. Nov. 18 |
| Legal Tender—Bronze and Gold | M I.D. Nov. 20 |
| *Dorothy Turner—Deep Red Bronze | M I.P. Nov. 25 |
| Clorinda—Dark Bronze | M I.D. Nov. 25 |
| Mrs. Beu—Light Orange | M I.D. Nov. 25 |
| Red Beu—Dark Red Bronze | M I.D. Nov. 25 |
| Topaz—Dark Bronze | M I.D. Nov. 25 |
| Loris—Dark Bronze | M I.P. Dec. 1 |
| ‡Harmony—Red Orange with Bronze | M I.P. Dec. 5 |
| ‡Cavalcade—Mandarin Red | M I.P. Dec. 10 |
| Comanche—Bronze and Yellow | M I.P. Dec. 15 |

*—Cuttings not available until May 1st.

¶—\$8.00 per 100; \$75.00 per 1000.

‡—\$4.00 per 100; \$35.00 per 1000.

PINK

| <i>Variety</i> | <i>Height Type Matures</i> |
|---------------------------------|----------------------------|
| *Jewell—Lavender | S S.P. Oct. 15 |
| Lilac—Light Pink | S I.D. Oct. 15 |
| Captain Cook—Deep Rose Pink | T I.P. Oct. 20 |
| Pink Dot—White with Pink Center | M I.P. Oct. 25 |
| Morning Glow—Light Pink | M I.D. Oct. 30 |
| Pink Popcorn—Pink | S I.D. Oct. 30 |
| Irene Rich—Light Rose Pink | M L.P. Nov. 1 |
| Lillian Doty—Pale Rose Pink | M L.P. Nov. 1 |
| Rose Charm—Lavender | M L.P. Nov. 1 |
| *Masterpiece—Tourmaline Pink | M I.P. Nov. 15 |
| *Pink Lassie—Pink and Lavender | M I.P. Nov. 20 |
| Usona—Lavender | M I.P. Nov. 25 |
| Roselea—Pale Rose Pink | M I.P. Dec. 1 |
| Tonquin—Deep Lavender | M I.P. Dec. 10 |

RED

| | |
|-----------------------------|----------------|
| Bokhara—Brick Red | T I.D. Oct. 25 |
| ‡Red Princeton—Brazil Red | M I.D. Nov. 15 |
| Helen Hubbard—Deep Red | M L.D. Nov. 25 |
| ‡Royal Crimson—Dark Crimson | M L.D. Dec. 1 |

SINGLE—DAISY TYPE—VARIETIES

| | |
|----------------------------------|--------------|
| Bronze Buckingham—Lt. Orange Br. | S I. Nov. 3 |
| W. H. Buckingham—Rose Pink | S I. Nov. 3 |
| *Golden Menza—Pale Lemon Yellow | M I. Nov. 10 |
| *White Menza—Ivory White | M I. Nov. 10 |
| *Red Melba—Light Red | S L. Nov. 15 |
| Hasegawa Pink—Lavender | M I. Nov. 25 |
| Mrs. E. D. Godfrey—Rose Pink | T I. Nov. 25 |
| Anna Nanzig—Dark Pink Godfrey | T I. Nov. 25 |
| Valencia—Orchid Pink | T L. Nov. 30 |
| Yellow Valencia—Pale Yellow | T L. Nov. 30 |

ANEMONE FLOWERED VARIETIES

YELLOW

| | |
|------------------------------|--------------|
| ‡Helios—Deep Golden Yellow | M L. Nov. 10 |
| Suzanne Miller—Buff Yellow | T L. Nov. 18 |
| *Yellow Rolinda—Buff Yellow | M I. Nov. 23 |
| *Yellow Garza Supreme—Yellow | S I. Dec. 15 |

*—Cuttings not available until May 1st.

‡—\$4.00 per 100; \$35.00 per 1000.

WHITE

| <i>Variety</i> | <i>Height Type Matures</i> |
|------------------------------------|----------------------------|
| *Blanche—White | M I. Nov. 1 |
| *White Anemone—White | T I. Nov. 5 |
| Sorona—White, Yellow Center | S I. Nov. 25 |
| *Garza Supreme—Wt., Cushion Yellow | S I. Dec. 15 |

BRONZE

| | |
|----------------------------------|--------------|
| Rolinda—Pale Reddish Bronze | M I. Nov. 23 |
| *Red Rolinda—Deep Reddish Bronze | M I. Nov. 23 |
| *Yolanda—Pale Orange Bronze | M S. Nov. 25 |
| ‡Hope Engel—Deep Reddish Bronze | S S. Nov. 25 |

PINK

| | |
|-----------------------------------|--------------|
| Izola—Deep Pink or Amaranth | S I. Nov. 1 |
| ‡Elsa Piel—Light Lavender | M L. Nov. 10 |
| Orchid Beauty—Orchid and Gold | M I. Nov. 15 |
| *Freida—Lavender and Yellow | M L. Nov. 15 |
| Norma—Orchid and Salmon | T I. Nov. 18 |
| *Long Island Beauty—Pink & Yellow | M L. Nov. 20 |
| *Beautiful Lady—Lavender & Cream | S L. Nov. 25 |
| Coed—Light Pink and Yellow | M I. Nov. 25 |
| Dark Pink Supreme—Lavender | M L. Dec. 10 |

RED

| | |
|-----------------------------|--------------|
| Crimson Glow—Crimson Maroon | M I. Nov. 25 |
|-----------------------------|--------------|

HARDY VARIETIES

Height of flower is indicated by S—Short; M—Medium; T—Tall.

Type of flower is indicated by Dec—Decorative;
S—Single; D—Double; S-D—Semi-Double;
But—Button.

YELLOW

| | |
|-----------------------------|--------------|
| Carrie—Light Lemon Yellow | M L.D. Early |
| Barbara Cumming—Buff Yellow | S Dec. Sept. |
| Golden Cushion—Buff Yellow | S S-D. Sept. |

*—Cuttings not available until May 1st.

‡—\$4.00 per 100; \$35.00 per 1000.

| <i>Variety</i> | <i>Height</i> | <i>Type</i> | <i>Matures</i> |
|---|---------------|-------------|----------------|
| Yellow Cushion —Buff Yellow | S | S-D. | Sept. |
| Yellow Normandie —Buff Yellow | S | Dec. | Sept. |
| Lorelei —Light Lemon Yellow | M | Dec. | Sept. 10 |
| Coos —Deep Yellow | S | Dec. | Sept. 15 |
| Algonquin —Golden Yellow | M | Dec. | Sept. 20 |
| † Pomponette —Primrose Yellow | S | Dec. | Sept. 20 |
| Comarron —Lemon Yellow | M | Dec. | Sept. 25 |
| † King Midas —Light Lemon Yellow | M | Dec. | Sept. 30 |
| R. Marion Hatton —Lemon Yellow | M | Dec. | Oct. 1 |
| Barnegat —Pale Lemon Yellow | S | Dec. | Oct. 1 |
| *† Orion —Light Lemon Yellow | M | Dec. | Oct. 5 |
| Yellow Gem —Light Lemon Yellow | M | But. | Oct. 5 |
| † Ceres —Buff Yellow | M | Sing. | Oct. 10 |
| Alice Howell —Orange Yellow | M | Sing. | Oct. 15 |

WHITE

| | | | |
|---------------------------------------|---|-------|----------|
| * Siwaske —Blush White | S | Dec. | Aug. |
| * Tohophee —Blush White | S | S-D. | Aug. |
| † Innocence —Pinkish White | S | Sing. | Sept. |
| † New Innocence —Pinkish White | M | Sing. | Sept. |
| Normandie —Pinkish White | S | Dec. | Sept. |
| * September Queen —Large White | S | Dec. | Sept. |
| Teton —White | S | Sing. | Sept. |
| White Cushion (Queen Cushion) | S | S-D. | Sept. |
| Seminole —Cream White | S | Dec. | Sept. 15 |
| Suwanee —White, Creamy Center | S | Sing. | Sept. 15 |
| Winooski —White, Yellow Center | S | S-D. | Sept. 15 |
| Margot —Ivory White | S | But. | Oct. 8 |
| Ruth Hatton —Ivory White | S | Dec. | Oct. 10 |
| Minong —White | M | S.P. | Oct. 20 |

BRONZE

| | | | |
|---|---|------|-------|
| † Geronimo —Buff Orange | M | Dec. | Aug. |
| Aladdin —Deep Apricot | S | Dec. | Sept. |
| Boston —Lighter than Aladdin | M | S-D. | Sept. |
| Bronze Cushion (King Cush.) Buff | S | S-D. | Sept. |
| Early Bronze —Orange Bronze | S | But. | Sept. |

*—Cuttings not available until May 1st.

†—Korean Varieties.

‡—\$8.00 per 100; \$75.00 per 1000.

| <i>Variety</i> | <i>Height Type Matures</i> |
|--|----------------------------|
| * Lenape —Reddish Bronze | M Dec. Sept. |
| * Sioux —Bronze and Yellow | M S-D. Sept. 15 |
| * Unita —Dark Bronze | M S-D. Sept. 25 |
| † Mercury —Old Rose and Salmon | M Sing. Sept. 30 |
| A. Barham —Reddish Bronze | S Dec. Oct. 1 |
| Amoskeag —Buff Bronze | S S-D. Oct. 1 |
| Glomero —Bronze and Orange | M Dec. Oct. 1 |
| † Louise Schling —Bronze Salmon | M Sing. Oct. 5 |
| † Romany —Reddish Bronze | M Dec. Oct. 5 |
| † Vulcan —Bronze Crimson | M Sing. Oct. 5 |
| † Apollo —Bronze Red | M Sing. Oct. 12 |
| † Saturn —Orange Bronze | M Sing. Oct. 12 |
| Adironda —Red and Orange Bronze | M But. Oct. 15 |
| † Ember —Orange Bronze | M Dec. Oct. 15 |
| Ethel —Bronze | S But. Oct. 15 |
| * Granny Scovill —Coral Bronze | S Dec. Oct. 15 |
| Harvest Home —Bronze | M Dec. Oct. 25 |
| Indian Summer —Orange Bronze | M Dec. Oct. 25 |

PINK

| | |
|--|------------------|
| Amelia (Pink Cushion) —Pale Lav. | S S-D. Sept. |
| 498 —Dark Pink | M S-D. Sept. |
| Loramie —Pink | M S-D. Sept. |
| Otsego —Deep Lavender | S Dec. Sept. 15 |
| Muskogee —Deep Lavender | S S-D. Sept. 27 |
| Manantico —Deep Pink | S Sing. Sept. 27 |
| † Dazira —Bright Pink | T Sing. Ea. Oct. |
| Matawan —Pink | S Sing. Ea. Oct. |
| * Natoma —Bright Pink | M Dec. Oct. |
| Albert Muller —Apricot & Pink | M Dec. Oct. 1 |
| Jean Treadway —Lt. Rose, Dk. Ctr. | M Dec. Oct. 1 |
| Passumpsic —Deep Lavender | S Dec. Oct. 1 |
| Pohatcong —Stripes of Pk. & Wt. | S Dec. Oct. 1 |
| *† Country Girl —Light Rose Pink | T Sing. Oct. 10 |
| Ganna —Rose Pink | M Dec. Oct. 12 |
| Muldoon —Amaranth | M Dec. Oct. 12 |
| *† Daphne —Rose Pink | M Sing. Oct. 12 |
| † Venus —Pink | M Sing. Oct. 12 |
| Murillo —Light Lavender | M Dec. Oct. 12 |

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†—Korean Varieties.

| <i>Variety</i> | <i>Height Type Matures</i> |
|-----------------------|----------------------------|
| †Astrid—Salmon Pink | S Sing. Oct. 15 |
| †Hebe—Light Rose Pink | M Sing. Oct. 15 |
| October Girl—Pink | M Sing. Oct. 15 |
| *Rosy Gem—Rose Pink | M Dec. Oct. 15 |

RED

| | |
|------------------------------|------------------|
| Red Cushion—Red Bronze | S S-D. Sept. |
| 868—Dark Red | M Sing. Sept. |
| †Nancy Copeland—Spectrum Red | M Sing. Sept. 25 |
| Ruth Cumming—Reddish Bron. M | Dec. Ea. Oct. |
| Crimson Splendor—Light Red | S Sing. Oct. 1 |
| Vivid—Amaranth Red | M Dec. Oct. 1 |
| Dazzler—Cardinal Red | M Sing. Oct. 10 |
| Cavalier—Vermillion Red | M Sing. Oct. 15 |
| †Mars—Amaranth Red | M Sing. Oct. 15 |
| Red Flare—Deep Red | M But. Oct. 15 |

*—Cuttings not available until May 1st.

†—Korean Varieties.

WE GROW OUR OWN

Quality Cuttings That Cost You Less
Your Orders Get Our Personal Attention
We Guarantee Safe Delivery
Free Delivery Within the 4th Zone
Our Cuttings Start Growing Quickly
Our Cuttings are Clean
Our Cuttings are Strong
Our Cuttings are Healthy
Our Cuttings are Free from Midge
We Give Discounts for Cash
Special Discounts for Advance Orders
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Thousands of Satisfied Customers

Geneva Floral Co.

GENEVA, N. Y.